



# Module 2 - How to Create a Realistic Content Marketing Plan – Summary Cheat Sheet

## Set Goals to Set Content Priorities

### Key Takeaway:

- ✓ The content you'll focus on is dictated by your primary business goals
  - ✓ The first step is to clarify these goals
  - ✓ Start by looking at your business plan for the next year
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- ✓ Examples of yearly goals include:
    - Launch a new product or service
    - Increase sales by 50%
    - Double list of prospects
    - Increase retention rates by 20%
    - Expand reputation
    - Build greater social media engagement
    - Get on the first page of Google
  
  - ✓ Decide on which areas you'll focus on
  - ✓ The four core areas will have different impacts on various aspects
  - ✓ Each will help with certain goals more than others





## **Awareness Content**

- ✓ Get your name out there and build your reputation
- ✓ It has to be your very best
- ✓ It's your most public content and needs to cast a wide net

## **Lead Generation Content**

- ✓ Build relationships and generate interest
- ✓ An essential piece is the lead magnet to qualify people as prospects
- ✓ Get them to follow and interact, and they're more likely to buy

## **Paid Content**

- ✓ Earn income
- ✓ Also impacts goals such as increasing conversions or re-launching something
- ✓ The wider price range of products or services the better

## **Relationship Content**

- ✓ High quality and laser focused on customers and their needs
- ✓ Lead to higher levels of satisfaction
- ✓ Usually content exclusive to customers

